

Los Angeles Public Library. PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 19 SPRUCE STREET, NEW YORK.
{ NO. 133 FLEET STREET, E. C., LONDON.

VOL. VIII.

NEW YORK, MARCH 8, 1893.

No. 10.

You Have

ABILITY,
CAPITAL and
AN ARTICLE OF MERIT

for the sale of which
THERE IS A FIELD.

—The greatest success in advertising ever scored had no more than these. Such an array of the bed-rock elements of success should, if rightly directed and followed up, command more than a fortune of a round million.

We Have

the leading newspaper in the first city and business centre of the brightest, busiest and best and most bountifully blessed State of the whole forty-four in our country.

Is not here a chance to cover one field thoroughly and test the value of good advertising?

Over 65,800 Daily, over 78,710 Sunday and over 71,200 Weekly of this great newspaper are read in the best homes of the prosperous Pacific States and Territories.

E. KATZ,
EASTERN AGENT,
186 & 187
WORLD BUILDING,
NEW YORK.

San Francisco
Examiner.

DAILY CARRIER DELIVERIES.

San Francisco.....	26,977
Oakland.....	5,005
Sacramento.....	2,050
Los Angeles.....	1,936
San Jose.....	1,675
Alameda.....	1,040
Berkeley.....	1,002
Stockton.....	980
Fresno.....	735
San Diego.....	675
Santa Rosa.....	643
Vallejo.....	639
Santa Cruz.....	620
San Bernardino.....	564
Napa.....	345
Petaluma.....	327
San Rafael.....	314
Modesto.....	301
Marysville.....	300
Healdsburg.....	299
Eureka.....	265
Benicia.....	260
Watsonville.....	259
Tulare.....	250
Chico.....	250
Woodland.....	249
Sausalito.....	240
Santa Barbara.....	225
Visalia.....	210
Nevada City.....	210
S. L. Obispo.....	205
Sutter Creek.....	200
Hanford.....	200
St. Helena.....	200
Santa Clara.....	200
Salinas.....	200
Los Gatos.....	196
Bakersfield.....	190
Merced.....	182
Hollister.....	178
San Leandro.....	175
Ukiah.....	175
Grass Valley.....	170
Livermore.....	150
Redding.....	145
Red Bluff.....	143
Baden.....	136
Colusa.....	135
Ventura.....	127
Redwood.....	123
Riverside.....	120
Menlo.....	120
Monterey.....	120
Oroville.....	120
Virginia (Nev.).....	277
Reno (Nev.).....	173
Carson (Nev.).....	122
Missoula (Mon.).....	125
Portland (Or.).....	670
Seattle (Wash.).....	400
Walla Walla (W.).....	310
Tacoma (Wash.).....	290
Tucson (A. T.).....	150
Victoria (B. C.).....	150
Other towns.....	9,792
R. R. News Co's.....	1,890
Newsboys' sales.....	2,155
Office sales.....	2,000
Mail List.....	7,558

Grand total, 78,400

The statement from our books on the margin shows the wide distribution of one issue of this great and popular California home newspaper.



Quantity AND Quality.

The value of advertising is in the correct proportion of the quantity and quality of the advertising medium.

Quantity without quality is worth little.

Quality without quantity is worth nothing.

The smaller the circulation of the medium the more the advertising space is worth per copy circulated.

The publication which contains matter of personal or local interest is read throughout.

To the majority of people, everywhere, the local paper is the one thing they are sure to read, no matter how much they may read of other things.

There is hardly a family of common school education, residing anywhere, that does not take regularly or irregularly some local publication.

The family that doesn't, does not belong to any class of buyers.

The Atlantic Coast Lists are made up of local family newspapers to the number of 1450.

These papers are all distinct and separate.

They are thoroughly local.

The Atlantic Coast Lists simply print a part of each of these papers.

The local publishers print the rest.

The Atlantic Coast Lists offer the general advertiser opportunity to appear regularly in 1450 individual local papers, and at a small fraction of what it would cost the same advertiser to make the same contracts with each local paper.

One order and one electrotype only needed.

Catalogue upon application.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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CO-OPERATIVE PAPERS.

By James H. Beals, Jr.

President of the New York Newspaper Union.

The co-operative or ready-print plan of publication is the outgrowth of a demand for improved methods in the issuance of country newspapers. From a modest beginning about thirty years ago the system has assumed such huge proportions that now a large majority of the local country weeklies throughout the United States use ready-printed sheets obtained at some central establishment. Country publishers prefer ready-prints because by their aid they can publish a far better paper and have much more time for other duties than if they did all the work and printed the entire paper at the home office. Concisely stated, the principal details of the system are as follows:

The ready-print establishment or supplying office--always located in some city with abundant shipping facilities--through its editorial department prepares every week a large quantity of reading matter suited to the requirements of rural communities. This matter is put into type and made up into forms of various sizes, from which are printed two or more pages, according to the instructions of the publishers. If a four-page paper is ordered, two pages are printed; if an eight-page paper, then the ready-print house prints four and sometimes six pages. Either outside or inside pages are furnished, as the publisher may elect. If a paper is crowded with local advertising the ready-print house comes to the publisher's relief by running one or more columns on the ready-print side of his paper.

After a publisher's order has been filled by printing the number required the sheets are shipped to the home office. When they arrive the publisher puts his own forms, filled with local news, advertisements and editorials,

upon his press, and completes his paper by printing upon the white or unprinted side. His paper is then ready for distribution among subscribers, one-half or more of the labor of publishing it having been taken off his hands. To prevent duplication of reading matter the ready-print establishment is prepared to supply several papers in a town. First-class ready-print houses issue numerous editions, and can furnish half-a-dozen or more papers in the same town without conflicting.

The reading matter which goes into these ready-prints is prepared by experienced editors, and embraces a wide variety of subjects, including a full summary of the week's news from all quarters of the globe. The doings of Congress and State Legislatures are also covered, and every topic of interest is given space commensurate with its importance. The better class of ready-print establishments also make their sheets additionally attractive by inserting illustrations drawn by their own artists and produced in the best style of the photo-engraver's art. This feature is a costly one--publishers getting this extra service without additional charge.

The requirements of the business are such as to necessitate the shipping of each paper by a certain train at a specified time each week, as the publisher must receive his sheets in time for printing the home side or miss the mails; and yet the ready-print house must delay printing until the last hour in order to get in the latest news.

To insure its customers being promptly served in spite of fire or accident, the New York Newspaper Union has fitted up a duplicate establishment with presses, stereotype foundry, type, etc., complete in every respect, in a different part of the city beyond the reach of a general conflagration. This entailed a large expense at the outset, and it necessitates continual outlay to keep this duplicate establishment ready for immediate use should occasion arise, but newspaper

publishers are thus protected against delay and disappointment.

Inasmuch as these sheets are supplied publishers at a price considerably less than the cost of production—in fact, almost at the cost of the white paper alone—a limited amount of advertising is inserted to cover the loss incurred in supplying the sheets and to yield the profit for which ready-print establishments are conducted. Experience has shown that in no other way could they exist. Were it not for this advertising ready-prints would be impossible, even as the great city dailies would be impossible without advertisements.

These advertisements are obtained from advertisers who do not care to make individual contracts, and therefore the publisher loses nothing by their insertion in his paper; but, on the contrary, gains, for these same advertisements enable him to procure ready-printed sheets at a price much below their cost.

The foregoing are the salient features of the ready-print methods of publication. Many minor details are omitted, but sufficient has been said to show that to conduct a ready-print supply house successfully no little experience and a large capital are absolutely necessary. Competition enters as strongly into the production of ready-prints as into any other business.

Where one concern has succeeded, a score have failed. The many failures occurred in different parts of the United States, extending from the Atlantic Ocean to the Rocky Mountains; New York, Boston, Philadelphia; Baltimore, Columbus, Chicago, St. Paul, Little Rock and other large cities having been the fields of operation.

These efforts to establish ready-print houses were backed by ample capital, but every one of the ventures ended in a complete collapse and great financial loss. In one instance several wealthy men formed a company and embarked in the enterprise. They soon discovered, however, that conducting a ready-print house required a long apprenticeship as well as a large capital, and abandoned the field with a loss of something like \$75,000 in a few months. In another instance a bank account was depleted to the amount of \$40,000 in less than a year, and then the too sanguine promoters determined to seek some other business investment.

The only ready-print houses which have avoided the fate outlined in the above instances are the ones whose owners and managers have grown gray in the business. Their successes have only been accomplished after many years of continuous application, study and labor, together with the investment of hundreds of thousands of dollars.

THE ADVERTISING OF THE COLORED RACE.

By G. A. Sykes.

The advertisements in the papers read and conducted by the colored people are mostly written and placed by enterprising members of their own race, and have a 'possum and watermelon flavor that is very entertaining. There are a number of these publications, but the advertisements from one of them, the "*Freeman*, an Illustrated Colored Newspaper," will give an idea of what they all are.

The most noticeable ads in the paper are those of the hair-straightener liquids. Colored ladies and gentlemen must really dislike having kinks in their hair. In fact, the peanut-cracking sound while combing out raven locks seems to be considered a sign of ill-breeding. Here is a portion of one of the kink-banisher announcements:

WONDERFUL DISCOVERY.

CURLY HAIR MADE STRAIGHT BY



TAKEN FROM LIFE
BEFORE AND AFTER TREATMENT.

OZONIZED OX MARROW.

(COPYRIGHT BY BUCK & RAYNER, CHICAGO.)

This wonderful hair pomade is the only safe preparation in the world that makes kinky hair straight as shown above. It renders the hair soft, pliable and glossy, and by nourishing the roots imparts new life and vigor. Elegantly perfumed.

The lady who advertises "Cheveline," another hair-straightener, also sells "Mystic Face Bleach," which removes tan, "and in eight or ten days bleaches the face, leaving it about two

shades lighter. \$1.00 a bottle." The Ethiopian tries hard to change his skin.

The newspapers of Brudder Gardner's race seem to be liberally used to reunite families that have been scattered by fate, the auctioneer and the police. There are many notices of this nature.

I wish to make inquiry concerning my relatives. My mother's name was Mary Ann Willis, and my father's name was Winston Beyers. My mother died when I was 13. She belonged to C. Willis. I was sold to John Roach when I eight years old, then I was sold to Bill Roach. He sold me to Jeannette Crab, and I was then sold to a Negro trader by the name of Tom Pankey. I have five sisters, whose names are Martha Ann, Harriett Barbara, Isabella, Amanda and Cynthia, also one brother named Andrew Jackson Willis. My name, Mahala Willis, is now Mahala Wilkes. We last saw one another fifty years ago. Any information please address me at Searcy, Ark.

Clairvoyants use liberal space, and the "boss" advertiser is a "Mrs. Marth, the world-renowned and highly celebrated business and test trance clairvoyant." Mrs. Marth gives her picture, and is a stout and pronounced brunette, on whose hair the kink remover does not seem to have had much effect. But, in spite of this, she "reveals every mystery, removes all troubles and estrangements, unites the separated, and causes speedy marriages. Remember, she will not for any price flatter you, but gives facts without nonsense." Although she is a seventh daughter and so cleverly "brunette, she goes into a "dead trance," and tells "your mother's name in full before marriage, the names of all your family, the name and business of your present husband, the name of your next, if you are to have one, and how many children you will have." She also has the only genuine talisman "which will bring back the runaway lover, wife or husband. By sending a present of a \$5 note in a registered letter, and your full name and address," she will "send you in return a talisman as a present." You can also get a dollar's worth of advice, providing you send the dollar in advance.

It is somewhat surprising to note that no razors are advertised in these media, but the colored portion of that prolific and ever-increasing body, the G. A. R., is warmly appealed to in many ways. The Rev. Walker has written a book, which, he states, is "a fortune to book lovers, being something new, something inspiring, some-

thing invaluable." The title is: "A Colored Man Abroad; What He Saw and Heard in the Holy Land and Europe." It is interesting to learn that "it is the first book ever written on the subject by a colored man, and ought to be in every colored home," while the style "is easy, smooth-flowing and comprehensible."

It would seem that the African race, or Afro-American species, cannot endure cross eyes, for many doctors offer to cure visual defects and charge moderately—one cross-eye, a dollar, two for \$1.50. Dr. Barker says, in agate inspiration, that he has straightened 5,362 cross-eyes; removed 2,646 cataracts, and taken out 1,225 eyes. I gather from the worthy medico's advertisement that he can do all this through the mails just as well as in his office, for he winds up: "Patients from a distance treated successfully by correspondence."

Personals also appear, and this chance of a lifetime is offered to some sable Romeo who can appreciate what's what:

A WIDOW without children, well educated, of good character and prepossessing appearance, between the ages of 30 and 35 years, would like to correspond with a cultured, unmarried gentleman between the ages of 35 and 45 years. Must be of good standing and in general respects a suitable acquaintance for a lady of the above description.

Then there is a gentleman advertising a camera which completely eclipses any marvels of Edison or other inventions. He is really hiding his light under a bushel, for the whole world is looking for just such an apparatus. With this camera "you can take pictures as fast as you can fire a revolver." You can take pictures of the sun (the other fellow can't). You can take pictures of objects moving 200 miles an hour. You don't bankrupt yourself before you catch on how to make fine pictures." It doesn't state it, but it is fair to suppose that this miraculous camera will take pictures on a dark night, without flash light or any such impedimenta, and it only costs \$6.

An enterprising colored wash-lady says: "Don't send your cuffs and collars to Memphis; Mrs. James — has a receipt that cost her a good deal to polish shirt fronts, cuffs and collars. She also has the right of two counties." The Rev. J. W. Whiteside announces that he is holding "a protracted effort," and a trusty and competent colored man is wanted to take

charge of some dusky talent, for the "white man who contracted with the grand parents of the 'Little Black Jesus' for two years, has gone to Chicago."

THE HISTORY OF GARFIELD TEA.

By C. B. Meskimen,

Manager Sales Department.

The Garfield Tea business has been running for some eight years. The business at the start was very small, and the sales during the first year were considerably less than a thousand dollars.

We have only done newspaper advertising during the past three years, and it proved so successful from the first that we are now doing general advertising throughout the country. Our business, as a consequence, is growing rapidly, and we easily stand at the head of such laxative medicines.

We did all our work once, by samples, and only five years ago, when I went out to work up trade, I found that I was pioneering, for the tea in many places had never been heard of. Advertising and auxiliary work soon changed all this, though, and our rapid growth is an indication of the efficacy of printers' ink.

We have tried many kinds of advertising, and from sampling we get excellent and quick results. There is an absolute demand created, as for instance when we sample a good-sized city. Before we have completed it, the druggists will feel and note the increased demand. We sample from house to house, and I have men doing this in every State in the Union. We will put out three million sample packages this year.

Our tea is called the Garfield, because General Garfield was a warm friend and a patient benefited by the treatment of Mrs. Dr. Stillman, who, with Mrs. Densmore, is the originator of the article.

In our newspaper advertising we use country newspapers chiefly, for they reach a class that will buy these goods. If you take a city man, he depends upon his physician, while the country people, usually of moderate circumstances, purchase patent medicines. The latter people are also more credulous. With all due deference to the high-class magazines, they are no mediums for a medicine such as ours. Take the *Youth's Companion* and the *Ladies' Home Journal*, though, and

there is no question as to their value to us. It is money thrown away to advertise in high-class mediums, for they go among a class of people who don't place any credence in such things. We advertise in a good many dailies, but our chief work is done in weeklies and semi-weeklies. We invariably use a small ad—an inch electro—and reading notices to accompany it, usually one hundred lines, to be used during six months.

Our advertising is from November to May, for in the summer there is not so much demand for a laxative preparation. Still, as we get better known, our goods are becoming more staple, and people are beginning to use them all the year round.

Religious papers we find profitable, for they seem to go largely to a class that does not read many other papers. We can only judge as to advertising values by the direct demand, and this we gauge by the free sample notice in our ads. We insert a standing ad and people write for the samples. We can then influence the writer, and usually make a steady customer of him. As to what good the reading notices do, that is largely surmise on our part. We only run such small ads because so much depends on the samples. We display the title, "Garfield Tea," and the sentence, "Cures Constipation," is in all our advertisements.

Our sales increased during the first year we advertised thirty-three per cent, and more than that annually ever since. This is the more remarkable, as new preparations are springing up everywhere. There have been over a hundred teas put on the market since we come out, but very few have lived six months.

We have done a good deal of advertising with those large round clocks that are on the elevated stations of New York and Brooklyn. We put these up in the drug stores of St. Joseph, Kansas City, St. Louis, Evansville, Indianapolis, Cincinnati, Columbus, Pittsburg and Chicago. It was a novel ad, and while expensive, is good on account of its permanency. People take care of the clocks because they are good ones. We do not give them out any more though, and use good sign advertising, sampling and newspaper work.

Ohio is our banner State, perhaps, because it is Garfield's home, or, perhaps, because it is Republican. Any-

way, our trade there is exceptionally large. Home trade is very good, that is, in New York and vicinity, and our poorest is in Wisconsin. That State was disappointing, as we spent a good deal of money there and got very poor returns. The country is wild and poorly settled yet, and that may account for it. Milwaukee, Racine and Eau Claire turned out pretty well. New England is a first-class territory also.

In fact, every territory is good, provided one has a good article, and advertises it properly.

SOME FACTS ABOUT SIGN ADVERTISING.

By S. G. Harvey.

Out of the total amount of money expended every year in advertising, I have heard it estimated that eighty per cent goes into newspapers and publications of various kinds. Most of the remainder is embraced in poster and sign advertising, including theatrical work, which is divided up among lithographers, show-card printers and brush advertisers.

Theatrical people, especially, favor the lithographers, for the decollete cannot be expressed so well by type, and the capital invested in this business is very large. The Courier Co., of Buffalo; the Forbes Co., of Boston; Strowbridge, of Cincinnati, and Fox, of New York, are substantial evidences of the capabilities of this kind of work.

To put all this display matter up takes about two million dollars a year, and to show how much money is spent in a limited area, I will cite as an instance, Cleveland, Ohio. There are five theatres there, and each one spends about \$100 a week for wall advertising during the forty weeks' season. Then, with the medicine, tobacco and local store advertising, the expenditure mounts up to some \$30,000 a year.

From a million and a half to two million dollars a year are expended in this country for sign advertising—walls, bulletins, boards, etc. This advertising implies whatever value can be derived from covering spaces in prominent positions with strong colorings and designs, so close that it will be forced upon the attention of passers-by.

A good system and keen competition have reduced prices of posters to

a minimum, although the bill-posting service is still practically a monopoly. Ninety per cent of the cities and towns have only one bill-poster, he erecting his own boardings and paying a corporation license. He conforms his prices to those charged in other cities, and the license makes him amenable to corporation laws, keeping him under restriction as to matter and places. An intruder or competitor who comes into a town during the night, and sticks bills haphazard, is violating a city ordinance; still, any number of residents of one city can get licenses.

As to the costs of this advertising. The standard American poster sheet is 28 by 42 inches, and costs from three to five cents a sheet in four colors. Put up by the bill-posters as chance may offer—that is, on fences or anywhere possible—without guaranteed display, they cost three cents for a week. On regular bill-boardings, with protected display, the price is three cents for the first week and a cent a week after that, as long as the ad is displayed.

Then, the large "collations" of posters and streamers of bill-stands through the cities are charged for at the rate of three cents per sheet per week. The average size or run of the boards is four sheets high and ten sheets long. There is still another price for selected location (the bill-posters' "top-column next pure reading.") These are the most conspicuous sites, and are renewed and kept in repair for five cents a week for each sheet.

Rock painting and the desecrating of landscapes are practically obsolete, and are not countenanced by reputable contractors. All sign-advertising men of wide experience say that landscape spoiling hurts the reputation of the advertiser and injures the character of the article advertised. In short, it is unpleasant notoriety and not advertising.

An association of sign painters has fixed a standard scale of prices, and all contracts for commercial bill-posting or advertising sign painting made by the national or State associations must be reported to the general manager, with particulars as to prices, etc. The association does not countenance incompetent service, and has thrown out a great many bill-posters for being unprincipled, and not fulfilling contracts. Many advertisers use their

own painters, but they take big chances. When a town has been covered, the local man goes out and industriously slaughters the intruder's work.

The prices of painted signs vary a good deal. Signs painted low—that is, in places easy of access, such as walls, fences and buildings—will average two to three cents a square foot, without guarantee of time display. This, therefore, is comparatively valueless for most advertisers. Where the signs are guaranteed, and kept in repair for one year, the price is three to five cents a square foot. Where swing staging and ladders must be used, the price also rises. Bulletins and specially erected signs, along trunk-lines and around railroad stations, cost from fifteen up to fifty cents a square foot, according to quality of lumber used and designs painted. Pictures and elaborate designs are expensive. For the maintenance of these signs, repainting, displaying and keeping in repair, one half the price of the first year's display is charged for each succeeding year.

The consensus of opinion is that in sign advertising a firm's trade-mark or title is best. Castoria cannot well be illustrated, neither can Hood's Sarsaparilla; but where a picture emphasizes the name, it may be used to advantage. —Blackwell's Bull Durham Tobacco is an example, and the bull of the house is known everywhere. It is not advisable to depart from the subject in order to use a picture, and as a rule the least copy or wording used, the better and more forcible the ad.

Boldness and distinctiveness are the qualities desired. Catch lines and epigrams can be used with excellent effect. The art of this method of advertising is to catch the eye and impress the memory, and verbose sentences fail signally to accomplish this end.

PUT an advertisement before the readers of a daily paper, and you take the cream of any population. You go straight home to the people who can buy, and who are ready to buy.—*M. M. Gillam.*

IT is to your interest to have your advertisement fresh, and let people know whatever class of goods you are pushing.—*Winona Herald.*

ANALYZING AN AD.

By J. F. Place.

IN PRINTERS' INK of Feb. 1 the most generally used ad of Syrup of Figs is reproduced, and interesting comments thereon are made by the editor. We are informed that this particular ad is likely to make the proprietor of this pleasant remedy one of the rich men of the earth, and we are, therefore, admonished to look at it, study it, note its points of excellence and ascertain, if possible, wherein lies its peculiar merit.

While the Fig Syrup Company use other ads, this particular "one enjoys" the widest circulation so far. I ascribe its success to three things:

1. It is a good ad.
2. Syrup of Figs is an article of merit.
3. There is a field for its sale, therefore it is a good thing to advertise.

The ad is good, because it does not follow the beaten track of most medicine ads. There is no portrait of "one of the saved" to ornament the text; no minister of the gospel with "stubborn sores" to attract (!) the reader; no "wife and mother" who was "all run down for forty years," and who now being wound up smiles on the public for the benefit of her "suffering sisters"; "no 'old soldier,' 'thanking God for Sagwa,' and no *passé* daughter of Eve "raised from the dead"; but there is simply a pretty girl picking figs. The ad is good again because it is not offensive and touches lightly upon the multitude of diseases flesh is heir to. It does not appeal specially to the leprous, sore-smitten, health-broken, crippled and unfortunate residue of suffering humanity; for these are largely in the minority, and if their condition is one-hundredth part as miserable as many medicine advertisers would have us believe, they want no remedies. It would have been better for advertisers had the public never been afflicted with their low-browed faces and their low-born, stereotyped and repulsive stories.

On the contrary, this ad has something of interest to the comparatively well people, who make up probably sixty-four and a half millions of the sixty-five million population in our country, for the average proportion of sick persons in most communities is probably less than one in a hundred. The text of the ad is pleasantly put.

There is nothing repulsive about it. It aims to impress the importance to well people, the whole sixty-four and a half millions, of keeping the body healthy by not allowing the natural and daily processes of nature to be obstructed. It urges the value of a mild laxative and suggests Syrup of Figs, and says it is "pleasant to the taste and acts gently"—all of which our good mothers and all good doctors have told us before, concerning figs.

The second reason I ascribe for success, that the article is one of genuine merit, can be easily verified. In the ad of the Fig Syrup Company, in some medical publications, however, I notice the company, in appealing to the medical profession, are more frank than in their general ads, for they say: "Syrup of Figs is made from the juice of true Alexandria senna in combination with carminative aromatics and pure white sugar." They claim to have eliminated by a secret method the griping principle found in ordinary preparations of senna, and they further add that the name "Syrup of Figs" was given, "not because in the process of manufacturing a few figs are used, but to distinguish it from all other laxatives."

All the same, in that name lingers the vital spark which has kindled the fire of success, and I consider the explanation an unnecessary give-away, which the company do well to confine strictly to their ads in medical publications. The popular idea of the article which runs in the vein of their newspaper ads, that it is simply pure fig syrup, will, I believe, bag the most persimmons. The fig has long been known by the medical faculty, as well as by a majority of the intelligent public, as a mild laxative. All druggists usually keep a nice brand of figs, as they are often recommended by physicians, and frequently bought and eaten by many people especially for their laxative qualities. People who have lived in California, especially in the warm-belt, so-called, know the value of the fresh fig in this respect, just as picked from the tree. It is a rich, succulent fruit, which, like the olive, takes an acquired taste to relish, but it is very wholesome. These facts are all too good for an apt advertiser to ignore, and he would do well to bring them out strong whenever and wherever he could, the frank statement of the ad in the medical publica-

tion to the contrary notwithstanding. In many instances, perhaps in a majority of cases, it may be a positive advantage to publish the formula or state the principal ingredients of an advertised remedy; but with Syrup of Figs, for the reasons here given, I think the name is one of great strength and peculiar fascination, and that it would be much better to say nothing about the ingredients. To paraphrase an old adage to apply to this case one might say: Where ignorance is admiration it is folly to undeceive.

What I have already said is evidence of the truth of the third clause—that Syrup of Figs is a good thing to advertise. Most proprietary articles appeal exclusively to less than one out of a hundred of the population, mostly incurables, and there are hundreds of sharp competitors in the field with sovereign remedies for the same diseases, appealing for patronage to the same unfortunates. But this article has a wider field, for apparently it appeals to all. The Fig Syrup Company, in their anxiety to reach the half-million or so of sick ones, did not forget the more than sixty-four millions of comparatively well people. This is much the larger and better field and it has not been plowed to exhaustion either. The success of "Plantation Bitters" I have an idea was largely due to the fact that it was claimed to contain "nothing injurious," and was strongly recommended for people a little "out of sorts"; in other words, in seeking for the one sick person the ninety-and-nine healthy people were not overlooked.

BARE FACED AND BARE HEADED.

He advertised that he'd a plan,—

The best one for restoring hair—

To any poor, bald-headed man

Who had the laugh of friends to bear.

He offered his advice complete

For fifty cents—a sum not big—

And victims soon were in receipt

Of this instruction: "Wear a wig!"

RESPONSIBILITY FOR FINANCIAL ADVERTISEMENTS.

From the New York Tribune.

PARIS, Feb. 28.—The Chamber of Deputies to-day voted urgency to a motion made by M. Boissay d'Anglas, member for the Nyons division of Drome, that newspapers be held responsible for financial advertisements published by them. The vote was overwhelmingly in favor of declaring urgency, standing 335 for the motion to only 57 against.

CIRCULAR ADVERTISING.

An advertising agent, who has been in the business for a great many years, has put a medicine on the market, and is advertising it very largely. He said to the writer, in the course of conversation, "The money I spent last week on stamps was six hundred and fifty dollars."

"Do you do circular advertising, then?"

"Very largely, and I think it is good advertising. It is so good that former customers of mine, who used to spend thousands of dollars through me, now do circular advertising exclusively."

"Now, mine being a medicine, I can circularize to good advantage, and do not have to choose my people. What I mean is this: Suppose that a seed house was going to put out a lot of circulars, it would be folly to give them to men, women and children in cities. What the seed people want is rural territory."

"For a medicine man, the best field is the small towns. Competition is comparatively small, the people have time to read and think, and are much more easily influenced."

"The circulars, to be worth anything, must be well written, and that means a good deal. They must be written by a man who understands human nature, they must contain instinctive adaptation to various grades of intelligence, and they must be readable."

"I have found out that the best form is to publish a paper, giving miscellaneous matter, cuts and stories, with a skillful arrangement and mixture of ads."

"People who get these papers, save them. They want to read the stories and look at the pictures, so they don't throw them away, whereas they would promptly drop half a dozen circulars on the floor. Hood, Wells, Richardson & Company, and now Doctor Greene have used and are using this means of circularizing."

"I have seen men do what everybody thought the craziest sort of advertising, and every one scoffed at it. But often the principle 'fools rush in where angels fear to tread,' has made great successes. Then I have seen shrewd, careful advertisers plan most thoughtfully, and weigh and consider every step. Their advertising has failed most signally."

"I am preparing to spend forty-five

thousand dollars in newspapers, as, after all is said and done, circular advertising is but an auxiliary to newspaper work. The two, well done in conjunction, will command a success, whereas, one or the other would prove a fizzle."

PECULIAR READERS OF "WANT" ADS.

Every morning in the year, Sundays and holidays excepted, from 10,000 to 12,000 able-bodied men of military serving age peruse with apparent interest and concern, but with no expectation of betterment, the newspaper advertisements of "Help Wanted." These same persons have been doing this uninterruptedly for many years. Every one who knows anything about New York knows that the residents of the Bowery, Park Row and Third Avenue lodging houses are great readers. A taste for periodical literature and a distaste for protracted labor are their two best known attributes.

Every lodging house tramp in New York, with scarcely an exception, is a fervent newspaper reader. Just as soon as he has skimmed over the headlines of information from other countries and other cities of the United States, he turns his attention to the "want advertisements" and reads these carefully. Indeed, any clerk of a lodging house will tell you that the portions of newspapers not containing these advertisements are often thrown away, while the lodging house patrons seek these papers especially in which such advertisements are a feature.

But the remarkable part of it all is that while all the lodgers diligently read all the "want ads," not one in fifty ever responds to the demands of the advertiser by calling. They merely read the announcements over, nothing more. Thus a Bowery lodger will early in the morning have every want "ad" in the newspaper read, but should you be able to overtake him at noon and inquire how many places he has visited in search of work he will shake his head ruefully as he looks askance at the free lunch counter and tell you that he has postponed search for employment until to-morrow or the day after.

It is not, however, in lodging houses only that this strange craze for reading over labor "wants" exists. You will find it in an equally pronounced form

in any of the public libraries, where men wait their turn to peruse the advertising columns of newspapers, while the ordinary reading matter is neglected. Ask one of these library patrons how long he has been reading such announcements, and he will tell you the number of months or of years, as the case may be.

Ask him if he has ever secured a position as the result of his reading, and he will shake his head. Ask him if he has ever tried to get a position which has been advertised, and he will also shake his head. Finally ask him why he does not at that moment start out and answer in person some of the advertisements. He will point to his clothes and say sadly, "How could a man with such an outfit expect to get a place?" If you are of a curious frame of mind and desire to further prolong the conversation, you will add, "Didn't that fact occur to you when you started to read the advertisements this morning?" You will get no answer. Your question brings the conversation to a close.

What is true of the lodging houses and the public libraries is true also of the parks, ferryboats, street cars, and cheap saloons. Among a certain class of unemployed men nothing in the way of periodical literature is so popular as the "want ads," but here again the case is the same. Those who read them most diligently and most regularly never seek the positions which apparently they covet.

Their researches end with the perusal of the advertisements. They learn from these where help is wanted, and often what is paid for services of a certain specified sort, but this does not inspire them with the desire to delve any deeper in the matter, and they wait until the next day, when again the routine of advertisement reading is gone through.

It is not to be inferred that a majority of those who read "want ads" in New York papers do not actually seek employment. The great majority do; the great majority get it. No man who has stood at the door of a New York shop, salesroom, factory or store, and watched the eager faces of the crowds who, soon after sunrise, gather about the entrance in response to an advertisement, could ever for one moment deny that the great majority of men out of work are but too eager to get again into the harness, but it is

worth remarking that the feelings which actuate them do not extend to many members of the lodging house contingent. This is a big town, and all kinds of people go to make up its population.—*New York Sun*.

AN ADVERTISING MAN'S STORY.

"I see by the *Sun* that the Chicago Fair speculation in the Government's \$2,500,000 gift of the Columbian souvenir coin has been a failure, and that explains something that has been puzzling me for a couple of weeks or so," said a well-known advertising canvasser of this city. "Soon after the Chicago gentleman who was sent here to work up the boom on these coins arrived in town, it struck me that it would be a good scheme to see him and show him the importance of advertising the souvenir extensively in the paper I represented. I found him in the swellest of swell quarters in a new hotel in Fifth avenue, and his magnificence dazed me. But he agreed with me on the advertising scheme, and said he would take a little space. I had measured in my mind something like half a column of space, which I did not look at being a trifle, and so it was with some misgivings that I mentioned that space as being about what he would require.

"'Half a column,' the Chicago man exclaimed. 'Pooh! We don't want to bother with half a column! That's nothing in Chicago. I want half a page, at least!'

"The cost was no object to him, and I drew up a contract, which he signed with a flourish, at the same time ordering up a bottle of wine. The date the ad was to begin was to be agreed on at a future interview, as the agent said it would be a week or two before things were in right shape to take care of the people who would come tumbling over one another to get at those Columbian souvenirs. I left the luxurious quarters feeling way up in G.

"A couple of weeks later I went around again to close up the deal, provided everything was ready for the rush for coins. I asked the clerk if the Chicago gentleman was in. The clerk said he was not. Would he be in soon, did the clerk know? The clerk knew that he would not be in soon.

"'In fact,' said the clerk, 'he will not be in at all.' And then he told me

that the gentleman from Chicago's mail was being forwarded to another hotel. This hotel was a very modest east side caravansary, and there I found the custodian of the interests of the Columbian souvenir. He had made the change, he said for personal reasons. Things were not all in the shape just yet that he wanted them in to accommodate the rush that would follow the opening of the coin boom, and I should see him in the course of a week or so to get final orders for starting the boom. He asked me if I would join him in a bottle or two of beer, but I was in a hurry and couldn't wait.

"Ten days later I called at the east side hotel again, and was told that the Columbian souvenir coin boomer's mail had been ordered sent to an address in a west-side cross-town street. This was the address of a boarding house, and I found the agent occupying a second floor, front apartment. He had come there he said to get more seclusion for the working out of his plans, and he wasn't quite ready yet to set the boom loose. Make it a week later. I made it a week later. Then I was told at this boarding house that the gentleman of the first floor front had ordered his mail sent to an address in a street a few blocks further down. Those eccentricities puzzled me, but I went to the new address. It was a house devoted to the requirements of those who dote on furnished rooms, with breakfast if they want it. The gentleman I inquired for was in. Third floor, back. I got to him, and he seemed real glad to see me.

"Everything will be closed up to-morrow or next day!" he exclaimed, joyfully.

"That was good news, and I went away feeling glad myself. Three days later I went around to get final instructions and turn on the boom. The lady with half her hair down her back, who came to the door, said the gentleman was gone.

"Do you know where I can find him?" I asked a little nettled.

"Well," said the lady, he's ordered his mail to Chicago. You might find him there."

"My experience with the Chicago souvenir coin boom was still puzzling me when I saw the news in the *Sun* that the boom had run to emptyings. Now things are plain. I shall keep that advertising contract, though, as a Chicago souvenir of the Fair."—*Sun*.

HOW AN ENGLISH ADVERTISER WAS SWINDLED.

Of course, circulation is a prime test of value in an advertising medium, and, as a rule, a published guarantee of circulation is to be relied upon. An acute advertiser will occasionally take considerable pains to verify the statement of canvassers. Thus, I know of one instance where a large advertiser said to the representative of a certain periodical who had quoted a large circulation: "If you can prove that I will give you an order for £800 worth of advertisements."

The canvasser glibly promised, and returned to concoct with the manager a suitable imposition. The advertiser was taken to the machine-room when the paper had gone to press one night. The foreman and machine-minder were duly instructed in their parts. The folders, upstairs, were promised a *douceur* for a display of special energy, and then the farce began. The advertiser was allowed to count the copies taken from the press in five minutes. A simple calculation showed the number per hour.

"When will the edition be all printed?" asked the advertiser.

"Ten o'clock to-morrow morning," was the reply.

The ingenious foreman omitted to mention that in half an hour's time the machine would be stopped and would not start again until eight in the morning. The folders, hard at work, were finishing copies at a rate which seemed to agree with the statement of the machine-man. Fully satisfied, the advertiser retired with the canvasser to a restaurant in the Strand (I know the very room where the transaction was completed), gave the order, and in due course paid the bill on presentation.—*Tid Bits*.

Big type in an advertisement is like a shout in conversation. I see plenty of advertisements that are one ear-splitting screech from start to finish. Of course, where everybody yells, you, in a measure, get used to the din. I've seen operatives talk together in the weave-room of a cotton mill, where all was a babel of noises to me. They seemed to enjoy it. No doubt the advertising howlers get used to it—so do their readers. So do eels get used to being skinned.—*M. M. Gilham*.



HEAVY LITERATURE.

Wife—Mercy, William! where did all that paper come from?
Husband—It's the advertising pages of this magazine I've been tearing out, so I could hold it more comfortably.—*Puck*.

Miss Naive—It must be great fun writing a joke and sending it in to a paper.

Spacer—Yes, it is. It is only when it is returned to you that you find out it is no joke.—*Life*.

"Here's a shocking lack of reciprocity!"

"What's up?"

"I've looked all through the Bible, and there isn't a single verse about the *Mail and Express*."—*Puck*.

A Suitable Punishment Suggested.—Hazen should be borne outside the boundaries of America on a rail (a very slivery one), and there be ingloriously put to death. To kill him within the confines of civilization would be dangerous in the light of the cholera germ's fearfully luxuriant growth in the vicinity of abnormally putrescent carcasses.—*San Francisco Newsdealer*.

Died of Rage.—Spaceryt: I shall have to change that obituary of Joblots.

Editor—What is wrong with it?

Spaceryt—It says he died in the "attitude of prayer." It turns out that he broke a blood vessel while looking under the bed for his collar button.—*Town Topics*.

Wanamaker's Latest Bargain.—The Biggest Postage Stamp for a Cent ever Offered.—*Puck*.

A lady, blonde, refined, accomplished in Celtic ballads, desires an appointment to cook in the family of a gentleman of social and political influence, whose wife's receiving days do not conflict with her own. Children's and guest's meals extra. Would remain not less than three years if satisfied. References exchanged. 4 Mulligan Flats, Murphy's Bell.—*Life*.

So He Had.—Editor (reaching for his walking stick): So you are the person who sends the poems from Polecat Hollow?

The Poet (with pride)—I am he, indeed; and I came down to subscribe for your paper.

Editor (agitated)—Oh—er—allow me then, sir, to present you with this cane, as a token of my esteem! I purchased it expressly for you.—*Puck*.

"What are you going to call your new paper?" asked the friend who had dropped in to see the aspiring young journalist. The *Palladium*, was the reply.

"That's a good name for a newspaper. By the way, what is the meaning of the word?"

"It means—hum—it means—why, you know what a palladium is, don't you?"

"No, I'm asking for information."

"Well, that's good one on you. Lived in a civilized community all your life and pretend you don't know what a palladium is!"

"I'm in earnest. What is it?"

"Why, a palladium is—Great Cæsar! Look at that dog fight!"

"Saved!" howled the young journalist, pouncing on the dictionary the instant the door closed on his visitor's retreating form.—*Chicago Tribune*.

Sensational Journalism.—Reporter: I have a big story. We'll have to rush out an extra.

Editor—What is it?

Reporter—There was a washout on Broadway during the rain last night and some of the pavement was exposed to view.—*Puck*.

"The last thing I sent to *Life*," said Melancholicus, "was accepted immediately."

"What!" cried Scribe in astonishment; "what was it?"

"A check for an annual subscription."—*Life*.

A writer in a rural exchange says that he saw "two men starting for town with a gray horse and sleigh seated upon a box containing holes that had been made with a two-inch auger going after a pig." How's that for construction?—*Schenectady Union*.

More Money In It.—Mrs. Poeticus: Isn't this hat a poem, dear?

Poeticus (sadly, as he looks at the bill): I wish I could write that kind.—*Puck*.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADS for NEW ENGLAND POULTRY, at 5c. per line. R. S. NIDELINGER, Gorham, N.H.

WANTED—Visiting cards engraved to order. Send prices and samples. COHEN CO., Richmond, Va.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

WANTED—Competent pressman for cylinder presses. Address, giving references and wages, TIMES-DEMOCRAT, Lima, Ohio.

ELIXIR RHUMATIQUE is sure cure for rheumatism. We want agents everywhere. Write to LA VILLE LABORATORY, Springfield, O.

WANTED—Descriptive circulars of advertising novelties and good advertising schemes. Will pay for all accepted. S. P. ELLIAS, Modesto, Cal.

I NEED \$300 to help advertise a desirable new article. Special inducement given. Write with stamp for particulars to "C. M.," care Printers' Ink.

WANTED—Canvassers to obtain subscriptions and advertisements for a new monthly magazine. Address THE PILOT and FRIEND, Montezuma, Wash.

DUPLICATING EVERY WRITING IN LARGE NUMBERS. Profitable, superior method explained free. THE EXPRESS DUPLICATOR, 7 Bay St., New York.

TO KNOW WHAT IT IS TO WANT IT—THE PRINTERS' ART—a book for printers. \$1.00 in paper; \$1.35 in cloth. Write to STEWART, Box 155, Salem, Mass., about it.

WANTED—Persons suffering from tender or perspiring feet, to send 50c. for my simple, but harmless and effectual remedy. Address "WILCOX," care Printers' Ink.

WANTED—To purchase a complete outfit for making small-sized photo-electric engravings, either new or second-hand, in good order. Address J. D. CLARK, Scranton, Miss.

WANT ADVERTISEMENTS IN PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

WE WANT NOVELTIES—Staple and quick-selling articles, to handle through the mails. CHAS. E. RUSKIN & CO., CLEVELAND, O., Brokers and Mfgs. Agents. Manufacturers desiring a good representative in this market, "write us."

WANTED—A sober, reliable and competent all-round jobber and pressman, able to figure on jobs and take charge of office. Married man preferred. Moderate wages on the start. Address, stating wages expected, RECORDER, Potsdam, N. Y.

A N advertising canvasser in one of the smaller cities can hear of a good chance in New York on an established commercial paper. Commission liberal, and paper thoroughly well known. Address "A. W.," Room 14, 19 Park Place, New York.

WASHINGTON CORRESPONDENCE—Original, accurate, timely, touching every Washington topic of interest. Type-written letters. Publishers, send us a trial order; we can please you. MILTON T. ADKINS, 581 Tenth St., S. E. Washington, D. C.

AGENTS wanted to handle P. Kendrick's Great Pile Extirminator, an entirely new discovery for the cure of Bleeding, Lump and Itching Piles. Cure guaranteed. Testimonial pamphlet sent on application. Sole proprietor, P. KENDRICK, Trenton, N. J.

ADVERTISING MANAGER for Chicago and the West on established newspaper combination. Must be hustler, capable of working and putting others at work. Should clear \$100 a week. Address, with references and experience, "SPOT CASH," care Printers' Ink.

A N advertising solicitor employed on daily A of nearly 50,000 sworn circulation desires change to improve condition; 14 years' experience on daily papers in same city; four years in present position. Correspondence solicited. Address "SOLICITOR, C. G. C.," this office.

JOB OFFICE crowded with work, large railroad and other contracts, wants progressive foreman, with modern ideas, experience and push, to take \$3,000 interest (as guarantee of ability) in \$10,000 stock company, paying good dividend and salary. Box 318, Savannah, Ga.

APPOINTMENT WANTED—As advertising manager (expert), editor, or publisher, by an Irishman 25, at present manager in London publishing and advertising firm. Eight years' experience in all departments of publishing, book-selling, advertising (writing and designing). Excellent references. Graduate of Dublin University. Moderate salary to commence. Please address "MANAGER," care of Harrison & Son's Advertising Offices, 12 Paternoster Row, London, England.

WANTED—Experienced advertising solicitor who has ideas to solicit for a live daily and weekly newspaper in city of 16,000. Young man preferred. Address TIMES-DEMOCRAT, Lima, O.

WANTED—100,000 circulars to mail in sealed envelopes to agents or any trade in U. S. A. (got by our own ads), for \$1.00 per M, 3x13; any size larger, \$1.50 per M. Cash with order. This includes a 2 inch ad, 24 lines, 300 words; 3 months free in our paper, Agents' Friend; circulation, 10,000. Our authorized agents (Geo. P. Rowell & Co., N. Y. City, N. Y.; Chas. H. Fuller & Co., Chicago, Ill.) have our paper on file. Address DECKER'S ADVG. BUREAU & Pub. of AGENTS' FRIEND, Asiatic Bldg., Salem, Essex Co., Mass.

ADVERTISING SOLICITOR—Wanted, high-grade man enjoying wide acquaintance among general advertisers and agents; one that is accustomed to, and that can secure, business for high-class magazine publication of large general circulation; must be thoroughly experienced, capable and aggressive; of pleasing address and great personal magnetism; a convincing talker, amply conversant with the subject of advertising to discuss intelligently its every phase and detail. To such a man we can offer big inducements. Others need not apply. Address, giving past experience and references, "THE WORLD FINDER," care Printers' Ink.

ADVERTISING NOVELTIES.

Twenty-five cents a line.

CRAYON PORTRAITS for advertising and premium purposes. Sample for prices and particulars. WILLIAM C. AYER, 325 Dearborn St., Chicago, Ill.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

PHOTO SMOKE CIGAR CAMERA, the most unique novelty of the age, produces a picture while you smoke a cigar. Enclose stamp for circular, terms and sample. Agents wanted. FARISIAN NOVELTY CO., 60 Cortlandt St., N. Y.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

JOBBERS and dealers in Novelties, Foreign or Domestic, should not fail to include our new Gold Novelty Watch Charm Calendar Locket in their annual catalogues or circulars. Also newspaper publishers should include them in their premium lists. Cuts and electrots free. Liberal terms to the trade. For descriptive circulars address B. G. STAUFFER, Bachmanville, Dauphin Co., Pa.

MISCELLANEOUS.

Twenty-five cents a line.

VAN BIBBER'S Printers' Rollers.

LEYEY'S INKS are the best. New York.

RIPANS TABULES cure dizziness, headache, flatulency, constipation and torpid liver.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

THE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, postpaid, on receipt of 60c., the cost of the "Binder." Address PRINTERS' INK, 10 Spruce St., N. Y.

HOISTING APPLIANCES. Overhead Railways. I have been in this biz 15 years. Have sold more than 8,000 elevators and dumb waiters; have done work for all the leading N. Y. paper offices; have just put the life in the new Recorder office. If you want something in my line, write to or come and see J. Q. MAYNARD, 114 Liberty St., New York.

ADVERTISEMENT CONSTRUCTORS.

Twenty-five cents a line.

"THAT'S MY BUSINESS"—building "ads." SMITH, 66, Trust Building, Washington.

A LUMP of logic garnished with a little racy rhetoric makes a palatable and paying ad. Pass your plate, please. JED SCARBORO, Station W, Brooklyn.

JUST a bit of border, nice display of type, takes the reader's fancy, and his cash does gripe. CHARLIE NELSON writes 'em. "Ads" within your reach; ten for seven and a half, or one dollar each. Box 2087, San Francisco.

\$100 IN CASH PREMIUMS to advertisement writers. The Egyptian Drug Co. will pay One Hundred Dollars in cash premiums for new and original advertisements of their business. For specifications and fuller particulars address GEO. W. PECK, Secretary, 28 Warren St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

Twenty-five cents a line.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

SUPPLIES.

Twenty-five cents a line.

VAN BIBBER'S Printers' Rollers.

LEVEY'S INKS are the best. New York.

"PEERLESS" CARBON BLACK. For fine inks—unequalled—Pittsburg.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd, 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

BILL POSTING & DISTRIBUTING.

Twenty-five cents a line.

NATIONAL Live Stock Exhibition, Washington, D.C. Write F. McC. SMITH, 56 Trust Bldg.

ADVERTISING matter distributed and mailed. A STANDARD ADVERTISING BUREAU, Box 66, Cleveland, O.

IF you have circulars, &c., to distribute, write to P. P. STEKETEE, Muskegon, Mich. Faithful work for \$1.50 per M. Ref. from banks or any class of business men you want.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (25 words) or less will be inserted twice under this heading for one dollar, or three months for \$4.50, or \$25 a year. Cash with the order. More space 25 cents a line each issue.

ADVERTISING AGENCIES.

Twenty-five cents a line.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ADDRESSES AND ADDRESSING.

Twenty-five cents a line.

HOW much for 5,000 names and addresses of Baltimore's married men and women? Compiled from tax-books for 1892. Address "E. M." 2121 Calvert St., Baltimore, Md.

ONLY 2,500 persons can now secure 500 names of enterprising Western agents free, by dropping postal to PROF. HULL, Shelton, Neb., for sample page of his 55,000.

2,000 LADY AGENTS' NAMES, 2,000 male agents and house to house canvassers' names, \$2.50 per thousand. Lists in any trade at low rates. CRANE, ALLING & CO., 19 West 13th St., New York.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

FOR SALE.

Twenty-five cents a line.

30,000 LETTERS to sell. Address Box 1238, Providence, R. I.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

PRINTING OFFICE AT A BARGAIN—In good location in this city. Well equipped for general job work. Price \$1,300. Address "OPPORTUNITY," care Printers' Ink.

FOR SALE—A copy of the American Newspaper Directory for 1892. Price five dollars. Sent carriage paid. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

NEARLY NEW Babcock cylinder press, 32x44; Washington hand press, 23x35; Liberty, 10x15; 2-horse engine boiler and water motor. Cause, consolidation. JOURNAL, Canastota, N. Y.

FOR SALE—A weekly newspaper in growing mining camp in Idaho. Power press and well-equipped news and job offices; doing good business in both departments. Promising field for daily. Address "IDAHO," care Printers' Ink.

\$20,000. 00 will buy an interest in an established, profitable business, that will pay the investor \$4,000.00 yearly and upward, provided he is a capable man. Principals only apply. Address E. L. COLLIER, No. 343 Broadway, N. Y.

A COUNTRY NEWSPAPER and job office combined; only paper published at county seat. A new and rapidly growing town in healthiest portion of Oregon; is the leading and official paper of the county; independent in politics, and nets about \$2,000 a year. Material used two years. New \$500 office and complete outfit and business all for \$2,500 cash. Apply to "OREGONIAN," care Printers' Ink.

ADVERTISING MEDIA.

Twenty-five cents a line.

\$1.50 For 5 lines 26 days; 6 days, 50 cts. ENTERPRISE, Brockton, Mass. Circ. 7,000

BEST CONNECTICUT MEDIUM. Reaches everybody. Gilt-edged investment. THE NEW HAVEN NEWS.

25,000 BREEZES in March will bring you April, May & June showers. Copy & 10c. per line by 18th. Breeze Pub. Co., Augusta, Me.

LOS ANGELES TIMES—The foremost newspaper of the Southern California coast. Advertisers guaranteed 12,000 net circulation daily. H. D. LA COSTE, Eastern Representative, 35 Park Row, New York.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 25,000—cover the field. All leading advertisers use it.

CLASSIFIED ADVERTISEMENTS in PRINTERS' Ink begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Wants, Bill Posting and Distributing, Advertising Novelties, Addresses and Addressing, Illustrators and Illustrations and Advertisement Constructors, 4 lines (25 words or less) will be inserted once or two lines (12 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MARCH 8, 1893.

SEED advertisers figure prominently nowadays in the advertising world. In the March *Century* thirteen full pages are occupied with announcements of seeds and plants and thirty-six different advertisers are represented. This is certainly a very creditable showing for any line of business. Seedsmen are also good patrons of the printing office, and their voluminous catalogues with gaily colored plates are not equalled in some respects by dealers in other kinds of goods.

The seed business is one which adapts itself readily to mail order transactions, and about the only satisfactory way of promoting these is by magazine and newspaper advertising. In aiming for mail orders it is important for the advertiser to interpose as few obstacles between his customer and himself as possible. For example, it should be made very plain just how the money should be sent, and in what shape the goods will be received. Indefiniteness may lose the order. An advertisement that seems to answer the requirements in this regard is that of the Dingee & Conard Co. in the March magazines. It bears the heading:

ROSES BY MAIL
On Their Own Roots.

In the upper left-hand corner of this announcement is a cut showing the rose plant as sold, and in the lower right-hand corner is a picture of the plant in bloom. There is also a cut of the box in which the roses are shipped, showing the number of stamps required to carry it, etc. The following reading matter makes the case still plainer to a doubtful reader:

If you live on the other side of the continent, you are enabled to buy the roses you love best, from rose headquarters, as easily and satisfactorily as though you were our

next-door neighbor. We prepay the postage and guarantee the safe delivery of the flower: all you have to do is to plant it in pot or garden, and it will grow and bloom as sturdily as it would in the home of its birth.

All this careful explanation of detail is in the direct line of business making. The customer knows exactly what to expect and how to get it. If he were left in doubt as to some detail he might never take the trouble to write to the advertiser for an explanation, and the transaction would be lost.

STEWART, a Cincinnati clothier who takes large space in some of the local dailies, endeavors to devise as startling headings as possible for his advertisements. "Black Friday Sale" is announced in the space of a full page, surrounded by an inch-wide black border. "Bloody Week" is another caption in heavy type. This is followed by such alarming statements as these: "The horrible murder discovered! We are the guilty wretches. We will wager \$1,000 that more Bloody Clothing was turned into cash by us the past week than in all the Clothing Stores of Cincinnati." It is not known whether the author of this effusion is an "advertising expert," an "idea builder," or an "ad-smith."

PUBLISHERS have enough trouble of their own without becoming entangled in the disputes of their advertisers. Occasionally an advertiser shows a disposition to attack business rivals in his newspaper announcement, and the publisher's position in such cases becomes a delicate one. The former's argument is that he is responsible for anything he may say, and that, as he has bought the space, he is entitled to make any use of it he chooses. But if the attacked party is also an advertiser, the publisher usually recognizes that it is poor business policy and virtually a breach of faith to print an article intended to injure his patron.

The vigorous war carried on between some of the baking powder companies, not long ago, was a case in point. One of these concerns, it is said, in the effort to protect itself against the attacks of rivals, inserted a clause in all contracts requiring publishers not to accept the advertising of any other baking powder.

A more recent instance is that of two cigarette concerns, each of which has been doing liberal advertising in newspapers. In several of the Washington

dailies during the past week was published an advertisement paid for by the Admiral cigarette people. It had position in the first column of the first page, and in appearance closely resembled a regular news article. The head-lines, as they appeared in the *Washington Post*, were as follows:

CONTROLLED BY THE TRUST.

Why Tobacco Jobbers Do Not Handle the "Admiral" Cigarette.

Dealers All Admit that the Popular Brand is in Great Demand and that They Would Like to Sell It, but Are Prevented by Unscrupulous Means Resorted to by the Trust, Which Fears Honest Competition—More Damaging Disclosures Promised.

The body of the article purported to be a series of interviews had by "a *Post* reporter" with various tobacco dealers in town. The only mark indicating that the article was a paid-for advertisement was a double rule at the end. To the uninitiated reader, however, the significance of this would not be understood.

When the publisher of the *Post* had his attention called to the injustice of accepting money from an advertiser and at the same time printing articles or advertisements calculated to injure him, he made this explanation:

"We never permit one advertiser to assail another—we had this experience with the baking powder companies. In this instance, however, we had no idea the Old Dominion Cigarette Co., who are advertising with us, had any connection with the American Tobacco Co. (referred to in the Admiral Cigarette Co's ad), else the use of their name would not have been permitted."

The justice of Mr. Wilkins' position, as indicated here, is recommended for the consideration of publishers in general.

MR. DRAPER, of the G. P. Rowell Advertising Co., says that the *Washington* (D. C.) *Star* carries more advertising in inches than any other daily (not Sunday) in the United States, excepting the *New York World*.

A STOCK company has been formed in Boston for the purpose of putting out advertising matter on toilet paper. The advertisements will be duplicated on every fifty inches of the roll.

THE ADVERTISER'S LOOKOUT.

SADLER PUBLISHING COMPANY, }
Nos. 20 AND 22 N. CHARLES ST., }
BALTIMORE, Feb. 23, 1893. }

Editor of PRINTERS' INK:

In a contract between advertiser and publisher for the insertion of an advertisement in a stipulated number of the issues of a periodical, the advertiser has the privilege of changing copy at will.

Please advise if it is the rule that the publisher must give notice to advertiser of each issue and ask for copy; also advise if it is not the rule that in the event of advertiser failing to send copy for any issue, the publisher inserts the same advertisement as appeared in preceding issue.

Yours truly,
J. H. WILSON MARRIOTT, Sec'y.

P. S.—The advertisement in question was to be inserted in a publication which appears regularly each month; a fact of which the advertiser was aware, as he specified each month in his contract.

The publisher is not required to ask advertisers for fresh copy for each issue unless it is specially stipulated. If the advertiser fails to send new copy, the publisher is justified in inserting the previous advertisement. It is the advertiser's business to see that the publisher is supplied with fresh copy, if a change is desired.

HE DESERVES IT!

NEW ENGLAND FARMER, }
BOSTON, Mass., Feb. 13, 1893. }

Editor of PRINTERS' INK:

John Smith, of this city, is an advertising man in the employ of the B manufacturing company. He has held this position for several years, and it is a matter of common knowledge. For two or three years I have had dealings with him as the salaried advertising man of this house; and in conversation with me and my advertising solicitor his relations to this house, as its salaried advertising manager, have been unquestioned. At the same time he does some miscellaneous business as an advertising agent.

On the 25th of January, in full knowledge of the fact that I knew that he was the advertising manager of the B manufacturing company, he sent me a letter written under a printed letter head, "John Smith, Advertising, 25 North St., London, Mass." In that letter he asked me for the lowest net price for space in my publication, saying: "This advertising is from one of the largest concerns of the world, and is exclusively controlled by me, so that any special price you may quote me for this business will not be used against you, and will not be considered precedent in placing future business. Will you also inform me what you are disposed to do in the way of reading notices for this client, whose advertising is of a nature to interest and instruct your readers?"

The nature of this letter led me to infer that this advertising was not the business of the B manufacturing company, which I have had regularly for several years, at the hand of Mr. Smith, and I consequently replied to him, giving him my regular advertising agent's commission. He then took my letter to the manager of the B manufacturing

company, showing them that he could get advertising in my columns at the regular rate, less advertising agent's commission.

When I found what seemed to me a trap that I had been led into, I at once notified him that I should decline to accept any of the B manufacturing company's advertising at the price I had quoted, and that if I had it at all, it would be at my regular gross rates.

Was that a proper and business-like course for me to take? Or should a large advertiser, employing a special advertising manager, be entitled to an agent's commission?

Yours truly, GEO. M. WHITAKER.

Your error lay in offering to give a commission to a person who (it is evident from what you say) is not a recognized advertising agent. If every Tom, Dick and Harry who prints the words "advertising agent" on a letter head, is to be allowed the agent's commission, it is no wonder your customers, who send their business direct, feel that they are being wronged. You surely would not expect the B manufacturing company to pay a dollar cheerfully for a service that they knew you would perform for seventy-five cents for the C or the D manufacturing company if ordered through Smith, the salaried clerk of the B company.

A CURIOUS HALLUCINATION.

FRANKLIN PUTNAM,
Manufacturer of Photographers' Supplies.
New York, March 1, 1893.

Mr. Geo. P. Russell:

I have just read with much interest in the current issue of *PRINTERS' INK* your "Resume of the *PRINTERS' INK* Case."

It certainly must be considered a remarkably concise and lucid statement of a remarkably complicated case, and apparently without malice.

In my private opinion I differ with you, however, as to the "origin" of the persecution of *PRINTERS' INK*; you assign it to "two clerks in the Department" at Washington; but I have always thought that it originated with a business rival, and was the outcome of a "Philadelphia idea." Yours truly,

FRANKLIN PUTNAM.

ADVERTISEMENT IN A COLORADO NEWSPAPER.

From Life.

MRS. —, the eminent revivalist, will lecture in Durka Hall, Sunday afternoon next, on "From Hell to Heaven." The elevator will run from 2 to 4.

JOURNALISTS TO THE FORE.

From the *Baltimore Herald*.

Three of the newly-appointed Cabinet officers, Messrs. Lamont, Morton and Smith, are, or have been, newspaper men. Journalism is a great and ennobling profession.

AN ACTOR'S ADVERTISING.

From the *Joplin (Mo.) Herald*.

J. K. Emmett's advertising bill in Chicago last Sunday was \$1,280, principally for newspaper space.

IN FAVOR OF ORGANIZING.

ADVERTISING DEPARTMENT.

JOS. DIXON CRUCIBLE CO.
JERSEY CITY, N. J., Feb. 25, 1893.

Editor of *PRINTERS' INK*:

The idea that occurred to Mr. Cochrane, and expressed in his letter in *PRINTERS' INK* of February 15, is well worthy of careful cultivation.

It might be developed into "An Advertising Managers' Club," that would be of great benefit to advertisers, and indirectly a benefit to all reputable advertising agents and agencies; but, like a good rope, it will entirely depend upon the strands. GEO. E. LONG.

THE BEST COLOR FOR A NEWSPAPER.

From the *London Spectator*.

The *Westminster Gazette*, the new evening Liberal paper, which seems to us as good as evening papers are, invites comments upon its color, a shade of green, which Carlyle would probably have considered a compliment to Robespierre's complexion. The managers, however, consider it restful to the eyes, and, therefore, easy to read. We do not. Green is restful, undoubtedly, but if the managers will look at coal dust on a meadow they will see that black upon green is not good. Readers want to see the letters easily, not the paper.

Pink paper burns the types much less, but the color which of all others throws ink into best relief is saffron yellow. It is abominably ugly, but if the editor of the *Westminster Gazette* will look at any of the Sanscrit manuscripts on arsenicated paper in the British Museum, he will see that intense yellow throws up even fine black lines. This is another shade, a kind of putty color, used by Mr. Quaritch in his wonderfully cheap Arabic edition of the Koran, which makes type quite strangely clear. It may, however, require a special ink.

SIMPLICITY OF STYLE.

From the *Engraver and Printer*.

Publications ordinarily undertake to meet the wishes of their advertisers to the fullest extent by the use of such lines of type as may be selected. On the other hand, where no choice is expressed, a great deal of the selection rests with the publisher, who can direct the general style of type used. That plain type is desirable and effective for advertising pages is shown by the fact that it is used largely by advertisers whose expenditures are among the thousands of dollars. Among the styles of type which can be used effectively as leading display lines are old-style Roman, Italics, light-faced Gothics, French old style, and Latin antique. Not only are these types well adapted to advertising pages, but also to the very highest grade of artistic work.

Another essential to simplicity is the careful use of decorations. Ordinary bent rules and erratic ornaments are not admissible under any conditions. It is sometimes desirable to use straight rules, underscoring important display lines. There are many typographic ornaments, such as geometric forms and conventional designs, which can always be used with artistic effect.

It is no difficult matter to overcrowd composition with fancy types, rules, and flourishes, and the use of brilliant inks. On the other hand, a proper and effective use of plain types with a few decorative features produces artistic work of absolute merit.

KIND WORDS.

PRINTERS' INK is under obligations to the following publishers for kind words in its behalf during its struggle for right under Mr. Wanamaker's administration as Postmaster-General.

NEW YORK, March 3rd, 1893.

ALABAMA.

Bessemer, Weekly Bessemer.
Columbiana, Shelby Chronicle.
Huntsville, Argus.
Mobile, News.
Montgomery, Journal.

State Review.

ARKANSAS.

Conway, Log Cabin.
Forest City, Forest City Times.
Fort Smith, Times.
Hot Springs, Arkansas Thomas Cat.
Morrilton, Headlight.

CALIFORNIA.

Alameda, Encinal.
Azusa, News.
Corina, Argus.
Grass Valley, Tidings.
Long Beach, Breaker.
Los Angeles, Times.
Maxwell, Mercury.
Monrovia, Messenger.
Napa, Journal.
Oakland, Echoes.
Enquirer.
Pacific Health Journal.
Times.
Tribune.

Orville, Era.
Paris, New Era.
Paso Robles, Leader.
Redwood City, Times-Gazette.
San Diego, Union.
San Jose, Mercury.
San Francisco, Coast Review.
Egoism.
News Letter.
Wave.
Weekly Visitor.
Western Witness.
Santa Ana, Blade.
Santa Cruz, Surf.
Santa Maria, Graphic.
Vacaville, Enterprise.
Vallejo, Evening Chronicle.
Ventura, Observer.
Wheatland, Four Corners.
Winchester, Plowshare and Pruning Hook.
Recorder.

COLORADO.

Barnum, Citizen.
Boulder, Herald.
Colorado Springs, Advocate.
Denver, A. O. U. W. Record.
Great Divide.
News.
Press.
Gunnison, Tribune.

Idaho Springs, Gazette.
Loveland, Reporter.
Longmont, Times.
Meeker, Herald.
Silver Cliff, Rustler.
South Denver, Eye.

CONNECTICUT.

Bridgeport, Evening Farmer.
Republican-Standard.
Chester, Advocate.
Greenwich, News.
Hartford, Courant.
N. E. Home.
Times.
Meriden, Journal.
Middletown, Witness.
New Haven, News.
Notes.
Register.
Union.
New London, Day.
Telegraph.
Portland, Record.
Putnam, Standard.
Rockville, Evening Journal.
Stamford, Daily Advocate.
Waterbury, Republican.
American.
Winsted, Summit.

DELAWARE.

Dover, Sentinel.
Lewes, Pilot.
Wilmington, Delaware Farm and Home.

DISTRICT OF COLUMBIA.

Washington, Public Opinion.
Star.

FLORIDA.

Avon Park, Florida Home Seeker.
De Land, Supplement.
Fernandina, Mirror.
Fort Mead, South Florida Progress.
Grove City, Sub Tropic.
Jasper, News.
Key West, Equator-Democrat.
Monticello, Constitution.
St. Augustine, News.
St. Nicholas, Old Curiosity Shop.
St. Petersburg, South Florida Home.

GEORGIA.

Athens, Banner.
Atlanta, Journal.
National.
Blakely, News.
Bainbridge, Globe.
Carrollton, Press.
Columbus, Enquirer-Sun.

Dalton, Citizen.
Griffin, Daily News.
Lovejoy, Picayune.
Rome, Tribune.
Savannah, Local.
Toccoa, News.

IDAHO.

Bliss, Blast.
Hailey, Times.

ILLINOIS.

Aurora, Express.
Bunker Hill, Macoupin Co. Advance.
Cairo, Citizen.
Carbondale, Jackson Co. Republican.
Chicago, American Farmer.
American Field.
Christian Life.
Eagle.
Globe.
Inland Printer.
Lee & Mahin's Monthly.
Modern Advertising.
Northwestern Lumberman.
Office Men's Record.
Sun.

Decatur, News.
Dixon, Evening Star.
East St. Louis, Star.
Edwardsville, Intelligencer.
Elgin, Advertising Ideas.
Gallipolis, Tribune.
Geneseo, News.
Geneva, Patrol.
Gilman, Star.
Lacon, Democrat.
Lincoln, Courier.
News.
Ogden, Journal.
Ottawa, Journal.
Peoria, Democrat.
Herald.
Saturday Budget.

Quincy, Herald.
Red Bud, Torpedo.
Rock Island, Argus.
Springfield, Methodist.
Warren, Sentinel.
Yellow Creek, News.

INDIAN TERRITORY.

Vinita, Indian Chieftain.

INDIANA.

Butler, Review.
Churubusco, Saturday Truth.
Crawfordsville, Argus News.
Evansville, Demokrat.
Evening Courier.
Elkhart, Review.
Greencastle, Times.
Greensburg, New Era.
Standard.
Greenwood, Graphic.
Indianapolis, American Nonconformist.
Independent.
Journal of Commerce.
Leader.
News.
Sun.

Kaukomo, Dispatch.
Lafayette, Leader.
Lawrenceburg, Press.
Macy, Monitor.
Richmond, Enterprise.
Register.
Telegram.

Silver Lake, News.
South Bend, Morning Post.
Sullivan, Times.
Terre Haute, Express.
Gazette.
Waveland, Independent.

IOWA.

Burlington, Saturday Evening Post.
Bowling Green, Sentinel.
Carroll, Sentinel.
College Springs, Current.
Creston, Sunday Times.
Davenport, Leader.
Des Moines, Argonaut.
News.

Saturday Review.

Duluth, Evening News.
Dysart, Reporter.
Fairfield, Journal.
Tribune.
Fort Dodge, Saturday Evening Post.
Fort Madison, Daily Gem City.
Gilmore City, Globe.
Harlan, Industrial American.
Keosauqua, State Line Democrat.
Kingsley, Pierson Press.
Le Claire, Port Byron Globe.
Marengo, Democrat.
Nashua, Times.
Riceville, Recorder.
Rockwell, Phonograph.
Runnels, Telegram.
Sidney, Union Times.
Sioux City, Record.
Tribune.

Sioux Falls, Gazette.
Sumner, Gazette.
Tabor, Christna.
Tampa, Herald.
Villisca, Letter.
Webster City, Graphic Herald.
Winterset, Iowa Farmers' Tribune.

KANSAS.

Argentine, Eagle.
Caney, Times.
Claflin, Barton Co. Banner.
Cowgill, Chief.
Emporia, Gazette.
Eureka, Messenger.
Galeua, Teacher.
Times.
Garnett, Agitator.
Great Bend, Tribune.
Greeley, Graphic.
Hiawatha, Democrat.
Independence, Morning Reporter.
Lawrence, World.
Leavenworth, Evening Standard.
La Cygne, Journal.
Louisburg, Herald.
McPherson, Republican.
Manhattan, Homestead.
Miltonvale, Advance.
Mound City, Progress.
Oberlin, Opinion.
Olathe, Mirror.
Peabody, Graphic.
Pomona, Enterprise.
Fratt, Union.
Randolph, Enterprise.
Russell, Russell Journal.
Scottsville, News.
Smith Centre, Pioneer Bulletin.
South Centre, Journal.
Thayer, Headlight.
Topeka, Capital.
Democrat.
Lucifer, the Light Bearer.
Spirit of Kansas.
Western Odd Fellow.

Towanda, Herald.
Valley Falls, Vindicator.
Walton, Reporter.
Washington, Republican.
Weir, Tribune.
Wichita, Star.
Wellington, People's Voice.

KENTUCKY.

Central City, Republican.
Hopkinsville, Era.
Lexington, Leader.
Louisville, Courier Journal.
National Publisher.
Middleborough, News.
Owensboro, Messenger.

LOUISIANA.

Alexandria, Democrat.
Monroe, Evening News.
New Orleans, Delta.
Picayune.
Southw. Christian Advocate.
Opelousas, Democrat.

MAINE.

Auburn, Gazette.
Augusta, Journal.
Bangor, Industrial Journal.
News.
Belfast, Republican Journal.
Canton, Telephone.
Dover, Observer.
Gardner, News.
Reporter.
Lubeck, Herald.
Norway, Oxford Co. Advertiser.
Portland, Herald.
Rockland, Courier Gazette.
Opinion.
Tribune.
Waterville, Democrat.

MARYLAND.

Baltimore, Free Press.
Herald.
Maryland Farmer.
Merch. and Manufac's' Journal.
Our Day.
Prohibition Advocate.
Cumberland, Civilian.
Courier.
Frederick, News.
Frostburg, Ledger.
Mining Journal.
Marysville, Appeal.
Union Bridge, News.

MASSACHUSETTS.

Adams, Freeman.
Arlington, Advocate.
Beverly, Times.
Boston, A. B. C. Pathfinder and Ry. Guide.
Brains.
Globe.
News for Buyers.
Post.
Profitable Advertising.
Publisher and Bookseller.
Republic.
Brockton, Enterprise.
Chelsea, Gazette.
Fall River, Herald.
Falmouth, Cape Cod Independent.
Gloucester, Cape Ann Breeze.
Great Barrington, News.
Holyoke, Democrat.
Lawrence, American.
Lynn, Lynn Weekly.
Malden, Mail.
Press.
Marblehead, Messenger.
Marlboro, Republican.
New Bedford, Journal.
Standard.
North Adams, News.
Transcript.
Northampton, Journal.
Oakham, Herald.
Peabody, Reporter.

Springfield, Graphic.
Farm and Home.
Paper World.
Woburn, Journal.
Press.
Worcester, Spy.

MICHIGAN.

Bay City, Times.
Big Rapids, Herald.
Buchanan, Record.
Charlotte, Tribune.
Detroit, Free Press.
Indicator.
News.
Tribune.
East Sumner, Garden Notes.
Elsey, Sun.
Gladwin, Record.
Grand Rapids, Democrat.
Herald.
Press.
West Side News.
Howell, Herald.
Ishpeming, Press.
Ithaca, Patriot Journal.
Lawton, Leader.
Menominee, Democrat.
Mount Pleasant, Enterprise.
Muskegon, Odd Fellows Magazine.
Otsego, Union.
Saginaw, Evening News.
Sheboygan, News.
Sturgis, Cooper's Coffee Cooler.
Sunfield, Sun.
Farm and Home.
Three Rivers, Three Rivers Herald.
Willis, Times.

MINNESOTA.

Duluth, Commonwealth.
Herald.
Short Line.
Elbow Lake, Alliance.
Excelsior, Northwest Tourist.
Jasper, Journal.
Jordan, Independent.
Minneapolis, Housekeeper.
Skordemannan.
Times.
Tribune.
New Brighton, Twin City Live St'k Reporter.
Sauk Rapids, Sentinel.
Winona, Herald.
Wheaton, Times.

MISSISSIPPI.

Brandon, Republican.
Holly Springs, South.
Jackson, Daily Clarion.
New Albany, Gazette.
Vicksburg, Herald.
Post.

MISSOURI

Bolivar, Farmer.
Herald.
Canton, Progress.
Edina, Sentinel.
Glasgow, News.
Jackson, Item.
Kansas City, Grocer.
Live Stock Indicator.
Press.
Lisbon Falls, Advocate.
Marionville, Republican.
Moberly, Monitor.
Nevada, Democrat.
Ozark, Republican.
St. Charles, Daily Banner.
St. Joseph, Herald.
St. Louis, American Journal of Education.

St. Louis, Chronicle.
Jewish Voice.
Post-Dispatch.
Republic.
Shelbina, Torchlight.
Troy, Times.
Union Star, Seventh Trumpet.
Warsaw, Poultry Topics.
Waverly, Times.

MONTANA.

Big Timber, Pioneer.
Bozeman, Avant Courier.
Fall River, Herald.
White Sulphur Springs, Rocky Mountain
Husbandman.

NEBRASKA.

Amelia, Journal.
Blue Hill, Leader.
Caney, Times.
Chester, Herald.
Curtis, Enterprise.
Gibbon, Buffalo Co. Beacon.
Hickman, Enterprise.
Junita, Herald.
Lincoln, Courier.
Freie Presse.
Nebraska State Capital.
News.
Sun.
Niobrara, Pioneer.
Omaha, American Homestead.
Bobkin.
Excelsior.
World-Herald.
Ponca, Gazette.
Superior, Guide.
Wilbur, Republican.

NEVADA.

Carson, News.
Elko, Independent.
New Carson, News.
Winnemucca, Silver State.

NEW HAMPSHIRE.

Berlin, Independent.
Concord, Monitor.
People and Patriot.
Dover, Star.
Exeter, Gazette.
Franklin, Transcript.
Gorham, Mountaineer.
Great Falls, Free Press.
Lancaster, Gazette.
Manchester, Budget.
Union.
Woodsville, News.

NEW JERSEY.

Atlantic City, Free Press.
Union.
Bayonne, Bayonne Times.
Beverly, Gazette.
Camden, Courier.
Democrat.
Glen Gardner, Weekly Avalanche.
Elizabeth, Herald.
Jersey City, Journal.
Newark, N. J. Deutsche Zeitung.
News.
Paterson Call.
New Market, Advertisers' Guide.
Perth Amboy, Democrat.
Plainfield, Evening News.
Trenton, Times.
True American.
Union, Dispatch.
Weehawken, Hudson Co. Dispatch.
Westfield, Leader.
Woodbury, Liberal Press.

NEW YORK.

Adams, Journal.
Albany, New Albany.
Press and Knickerbocker.
Times Union.
Albion, News.
Orleans Herald.
Astoria, Astorian.
Batavia, News.
Belmont, Dispatch.
Binghamton, Herald.
Brooklyn, Chronicle.
Eagle.
Newsdealer and Stationer.
Standard-Union.
Times.
The Record of the C. B. L.
Brookville, Courier.
Buffalo, American Book Binder.
News.
Tidings.
Callicoon, Echo.
Canton, Commercial Advertiser.
Observer.
Centralia, Daily Democrat.
Chester, Herald.
Clinton, Courier.
Cohoes, Dispatch.
Cooperstown, Republican.
Corning, Democrat.
Cortland, Journal.
Danville, Express.
De Ruyter, Gleaner.
Dolgeville, Herald.
Dunkirk, Advertiser and Union.
Herald.
East Aurora, Advertiser.
Edgewater, S. I. Leader.
Elmira, Telegram.
Fairport, Mail.
Farmer, Review.
Far Rockaway, Journal.
Fishkill Landing, Standard.
Floral Park, Inland.
Flushing, Evening Journal.
Fort Plain, Register.
Geneva, Courier.
Gilhoa, Monitor.
Gloversville, Daily Standard.
Hancock, Herald.
Honeoye Falls, Times.
Hornellsville, Evening Tribune.
Hudson, Republican.
Le Roy, Times.
Lester Shire, News.
Lockport, Journal.
Niagaran.
Sun.
Union.
Long Island City, Star.
Jamaica, Long Island Democrat.
Jamestown, Call.
Journal.
Kingston, Freeman.
Leader.
Malone, Farmers' Advocate.
Mayville, Sentinel.
Mexico, Independent.
Newburgh, Register.
N. Y. City, Advertiser.
Am. Advertiser Reporter,
235 Broadway.
Am. Art Printer.
Am. Beer Bottler.
Am. Grocer.
American Hebrew.
American Sentinel.
Business.
Cash Grocer.
Commercial Advertiser.
Dramatic Mirror.
Fireside Companion.

N. Y. City, Herald.

I. O. O. F. Lodge Record.
Jewish Daily News.
Journal of Finance.
Journalist.
Morning Journal.
Newsman.
Publisher's Weekly.
Recorder.
Revista Popular.
Rosary.
Sanitary Era.
Straws.
Sun.
Sunday Mercury.
Times.
Transcript.
Tribune.
Voice.
World.
Evening World.
Commercial Advertiser.
Evening Telegram.
Staats Zeitung.
Montague Marks in Art Amateur.
American Art Journal.
Newsman.
Success.
Voice.

Nunda, News.
Ogdensburg, Advance.
Oneida, Union.
Ovid, Independent.
Plattsburg, High School Student.
Port Jefferson, Echo.
Port Jervis, Orange Co. Farmer.
Potsdam, Courier Freeman.
Poughkeepsie, Eagle.
Randolph, Courant.
Register.
Rochester, Educational Gazette.
Jewish Tidings.
Rockville Centre, Observer.
Rome, Sentinel.
St. George, Staten Islander.
St. Johnsville, News.
Sandy Hill, Herald.
Saratoga Springs, Union.
Saugerties, Post.
Schenectady, Union.
Schenevus, Monitor.
Seneca Falls, Journal.
Skaneateles, Democrat.
Spring Valley, Press.
Syracuse, Herald.
Tarrytown, Times.
Record of the Times.

Troy, Press.
Utica, Herald.
Observer.
Press.
Walton, Reporter.
Watertown, Times.
Warrensburg, News.
Waverly, Advocate.
Weedsport, Cayuga Chief.
Whitehall, Times.
Whitestone, Herald.
Willsport, Cayuga Chief.

NORTH CAROLINA.

Burlington, News.
Greenville, Reflector.
Henderson, Gold Leaf.
Kernersville, News.
Kingston, Free Press.
Rocky Mount, Argonaut.
Salisbury, Living Stone.
Wainesville, Courier.
Waynesboro, Messenger Intelligencer.
Wilson, Advance.
Winston, Sentinel.

NORTH DAKOTA.

Fargo, Argus.
Grand Forks, News.
Manvel, Graphic.
Park River, Gazette-Witness.

OHIO.

Akron, Sunday Republican.
Times.
Baltimore, News.
Barnesville, Republican.
Berea, Advertiser.
Bucyrus, Forum.
Leader.
Cadiz, Advertising Fiend.
Camden, Nonpareil.
Cincinnati, American Grange Bulletin.
Tonsorial Advocate.
Freie Presse.
Nonpareil.
Cleveland, Ohio Merchant.
Station Agent.
World.
College Corner, Chronicle.
Columbus, Ohio State Journal.
Cortland, Herald.
Dayton, News.
Delaware, Gazette.
Delphos, Courant.
Elmyria, Republican.
Flushing, News-Advertiser.
Fremont, Journal.
Kingston, Blade.
London, Enterprise.
Nickel Plate.
Lorain, News.
Mansfield, Evening News.
Marysville, Tribune.
Massillon, Evening Independent.
Mt. Sterling, Sun.
Mt. Vernon, Republican.
Napoleon, Democratic Northwest.
Signal.
Nelsonville, News.
Nevada, Enterprise.
New Paris, Mirror.
Norwalk, News.
Piqua, Call.
Quaker City, Independent.
Ruthville, Item.
Sabina, Record.
Salem, Daily News.
Salineville, Record.
Sandusky, Journal.
Register.
Scio, Herald.
Springfield, Republic-Times.
Times.
Steubenville, Star.
Toledo, Bee.
Daily Blade.
Journal.
Toronto, Tribune.
Upper Sandusky, Chief.
Republican.
Wadsworth, Gem.
Westerville, Public Opinion.
West Unity, Reporter.
Zanesville, Sunday News.

OKLAHOMA.

Edmond, Sun.
Perkins, Journal.

OREGON.

Albany, Democrat.
Cottage Grove, Echo Leader.
Lakeview, Examiner.
Pendleton, Oregonian.
Portland, Dispatch.
Pacific Trade Review.

PENNSYLVANIA.

Albion, Blizzard.
 Allport, Mountain Courier.
 Altoona, Mirror.
 Times.
 Tribune.
 Beaver, Argus-Radical.
 Bedford, Gazette.
 Berlin, Record.
 Birdsboro, Dispatch.
 Braddock, News.
 Bristol, Observer.
 Bryn Mawe, House News.
 Carbondale, Advance.
 Evening Leader.
 Carlisle, Sentinel.
 Valley Sentinel.
 Chambersburg, News.
 Clearfield, Republican.
 Connelisville, Courier.
 Curwensville, Review.
 Doylestown, Intelligencer.
 Du Bois, Courier.
 Local News.
 Dunmore, Pioneer.
 Dushore, Review.
 Easton, Express.
 Ebensburg, Mountaineer.
 Erie, Evening Herald.
 Franklin, News.
 Greensburg, Independent.
 Gretna, Courier.
 Grey's Mills, Echo.
 Harrisburg, Patriot.
 Sun.
 Tribune.
 Homestead, Local News.
 News.
 Jeanette, Daily Star.
 Johnsonburg, Clarion Breeze.
 Johnstown, Tribune.
 Kingston, Times.
 Kulztown, Patriot.
 Lancaster, Intelligencer.
 Latrobe, Advance.
 Evening Clipper.
 Lebanon, News.
 Littlestown, Independent.
 McKeesport, Herald.
 News.
 Times.
 Macungie, Progress.
 Marysville, Advance.
 Millheim, Journal.
 Monreton, Enterprise.
 Morristown, Herald.
 Moundsville, Echo.
 Myersdale, Register.
 New Chester, Collector.
 North Wales, Record.
 Oil City, Blizzard.
 Philadelphia, Christian Woman.
 Daily Hotel Reporter.
 Homoeopathic Physician.
 Item.
 Journal.
 Medical Independent.
 News.
 N. W. News.
 Star.
 Stockholder.
 Phillipsburg, Ledger.
 Pittsburgh, Financial News.
 Post.
 Pottery and Glassware Reporter.
 Real Estate Record.
 Pittston, Gazette.
 Port Allegheny, Democrat Report.
 Pottsville, Chronicle.
 Republican.
 Reading, Times.
 World.

Rochester, Argus.
 Scranton, Progressive Scranton.
 Truth.
 Shakopec, Courier.
 Shickshiny, Democrat.
 Steelton, Advocate.
 Sunbury, News.
 Tyrone, Times.
 Uniontown, Genius of Liberty.
 Washington, Reporter.
 Waynesboro, Citizen.
 West Chester, Collector.
 West Elizabeth, Star.
 Wilkes-Barre, Record.
 Times.
 Williamsport, Grit.

RHODE ISLAND.

Arlington, Floral Friend.
 Providence, News.
 Woonsocket, Patriot.
 Reporter.

SOUTH CAROLINA.

Georgetown, Times.
 Orangeburg, Enterprise.

SOUTH DAKOTA.

Alexandria, Herald.
 Centreville, Chronicle and Index.
 Pierre, Rustler.
 Sioux Falls, Argus Leader.
 Gazette.
 South Dakota Advocate.

TENNESSEE.

Alamo, Crockett Co. Sentinel.
 Chattanooga, News.
 Cumberland Gap, Cumberland Gap.
 Dresden, Enterprise.
 Humboldt, Messenger.
 Kingston, Tennessean.
 Knoxville, Journal.
 Sentinel.
 McMinnville, Southern Standard.
 Memphis, Appeal-Avalanche.
 Public Ledger.
 Nashville, Banner.
 South-Western Jour. of Education
 Pulaski, Citizen.
 Ripley, Enterprise.
 Sweetwater, Democrat News.
 Tazewell, Progress.
 Winchester, News.

TEXAS.

Alvord, Budget.
 Aransas Harbor, Herald.
 Austin, Statesman.
 Corsicana, Christian Advance.
 Dallas, Times-Herald.
 Decatur, News.
 Del Rio, Record.
 Fort Worth, Gazette.
 Galveston, Argus.
 Houston, Post.
 Marshall, Morning Star.
 Milford, Courier.
 Morgan, News.
 Myrtle Spring, Herald.
 Paris, Farmers' Advocate.
 Pearsall, Sun.
 Richmond, South Texan.
 San Antonio, Express.
 Shiner, Courier.
 Velasco, Times.
 Waco, Evening News.
 Weimer, Mercury.
 Whitewright, Plow and Hammer.

UTAH.

Ogden, Western Knight.

VERMONT.

Burlington, Earth.
Free Press Times.
Independent.
Northfield, News.
St. Johnsbury, Caledonian.
West Brattleboro, Sieve.

VIRGINIA.

Claremont, Herald.
Eastville, Herald.
Elkton, Index.
Front Royal, Gazette.
Gate City, Banner.
Lynchburg, Advocate.
Advance.
Norfolk, Landmark.
News and Courier.
Portsmouth, Progress.
Pulaski, News.
Shendun, News.
Staunton, News.
Suffolk, Progress.
Virginian.

WASHINGTON.

Blaine, Tribune.
Buckley, Banner.
Montezano, Democrat.
Orting, Oracle.
Port Townsend, Leader.
Seattle, Merchants' Review.
Press-Times.
Sounding.
Spangle, Record.
Tacoma, Ledger.

WEST VIRGINIA.

Buckhannon, Busy Bee.
Charleston, Spirit of Jefferson.
Kingwood, Argus.
Morgantown, New Dominion.
Wheeling, Register.

WISCONSIN.

Fort Atkinson, Union.
Iola, Herald.
Milwaukee, Evening Wisconsin.
Journal.
Venowine's News.
Whist.
Oshkosh, Times.
Prairie du Chien, Union.
West Superior, Call.

WYOMING.

Cheyenne, Leader.

NOVA SCOTIA.

Halifax, Critic.

ONTARIO.

Godrich, Star.
Hamilton, Times.
London, Advertiser.
Port Arthur, Thunder Bay, Daily Sentinel.

QUEBEC.

Montreal, Le Monde.
Quebec, Daily Mercury.
Sherbrooke, The Land We Live In.

The above list includes only those papers from which we have received marked copies or clippings.

Displayed Advertisements

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SUCCESS Family Magazine. Sec a line. AMERICAN PRESS CO., Baltimore.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

FARM LIFE, of Rochester, N. Y., 16 pages, 64 columns, monthly. Guaranteed circ'n, 25,500.

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"TRADE INCREASES." Every live local advertiser wants 'em; cheap; attractive; effective. Write to CHAS. W. HARPER, Columbus, O.

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DIRECTORY PUBLISHERS, please send and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PATENTS HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information

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The Delta.

THE BEST PAPER IN NEW ORLEANS.

PATENT OR NO PAY. Book free. Prompt, reliable work. S. C. FITZGERALD, Washington, D. C.

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DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us. CHICAGO PHOTO ENG. CO.

Kate Field's Washington. Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 214, 216 Broadway, New York City.

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**FREE SAMPLE COPIES AND
LOW RATES.** We reach the peo-
ple. THE GREAT WEST, Aberdeen, S. D.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find IT **PAYS!**

THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for
GENERAL ADVERTISERS.
THE HOME CIRCLE PUB. CO., St. Louis, Mo.

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Are the Best **PREMIUMS.**

Address the manufacturers direct.

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RIVERSIDE, N. J.

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DESIRING**

BICYCLES



and terms.

For themselves, employees,
or for premium use can pro-
cure same from us, and pay
part in advertising and bal-
ance in cash. Manufacturers
and largest jobbers in the
U. S. Write for catalogue
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Established 1853.

Daily, 59,691—Sunday, 64,475.

The Leading Newspaper of the Pacific Coast
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RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES.

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FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO

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25 E. 14th St., New York.
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The Journal, Jersey City, N. J., uses our system.



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in life for men to go off—
ill advised. It has "bust-
ed" more men than any-
thing else. Same in ad-
vertising. Keep posted
—be abreast with the
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self that **The School
Board Journal** is one
of the great paying me-
diums. It covers Amer-
ica. **BRUCE, the Pub-
lisher, Milwaukee, Wis.**

**THE SPOKANE
SPOKESMAN**

has 75 per cent more paid subscribers
than any other daily paper published
within 300 miles of Spokane, Wash.

**PRINTERS' INK
PRESS,**

**No. 8 Spruce Street,
NEW YORK,**

Solicits Orders for - -

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- - of Every Description.

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FOR

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are secured by promises that
are never fulfilled in the exe-
cution.

Advertisers are thus mis-
lead.

We conduct our business on
the old-fashioned but honest
principle of never promising
what we cannot deliver. We
will not mislead a customer
when soliciting an order or
disappoint him when carrying
out the same.

The Geo. P. Rowell Advg. Co.,

Newspaper and Magazine Avdg.,
10 Spruce St., New York.

Beyond
The
Shadow
of a
MURK
DOUBT
AGRICULTURAL PAYS
ADVERTISING

The Leaders of the Great West and
Star of the East Pay Best.

*** ASSOCIATE LIST ***

5—WEEKLIES—5
Kansas Farmer.....Topeka, Kas.
Nebraska Farmer.....Lincoln, Neb.
Iowa Homestead.....Des Moines, Iowa.
Field and Farm.....Denver, Colo.
Farmers' Home.....Dayton, Ohio.
Stock Grower & Far., Las Vegas, N. M.
Rky. Mt. Husbandman, W & S, Mont.
Hoard's Dairyman, Ft. Atkinson, Wis.

3—SEMI-MONTHLIES—3
Dakota Farmer.....Huron, S. D.
N. W. Far. & Breeder, St. Paul, Minn.
Western Plowman.....Moline, Ills.

1—MONTHLY—1
Home, Field & Forum, Guthrie, O. T.

STAR OF ★ THE EAST
National Stockman and Farmer,
Pittsburgh, Pa.

Write for estimate on your ad. to

FRANK B. WHITE, MANAGER.
649-81 THE ROOKERY. CHICAGO, ILL.

J. C. BUSH, EASTERN REPRESENTATIVE,
TIMES BUILDING. NEW YORK, N. Y.

OUR NEW CATALOGUE

—OF—

Over 10,000 Cuts

(ALL USEFUL),

Now ready for distribution. It
contains Cuts available for
ADVERTISING,

JOB WORK,

ILLUSTRATING.

An especially valuable line of

STOCK CUTS.

Send 40c. to pay expressage.
This sum is credited upon the
first \$5.00 worth ordered from
this catalogue.

A. N. Kellogg Newspaper Co.

368-370 Dearborn St., Chicago, Ill.

ALLEN'S LISTS



E. C. ALLEN & CO.,

Prop's,

AUGUSTA, ME.

It is a true saying that it takes time to build well.
As **Allen's Lists** have used up a score of years in build-
ing, and is receiving the constant support and hearty
endorsement of a large majority of the shrewdest general
advertisers, it is fair to assume that it is well built and
remarkably useful. Have you tried them? If not, there
must be some reason. Will it not be well to consider it?

Forms close on the 18th of each month.

The PERFECT Adjustable Electrotypes Plate and Base.

Pat. Oct. 4, 1892.



FIG. 1. Perspective view, showing transverse rib on top of base by which end movement is prevented.

The accompanying cuts illustrate the best device ever offered for interchangeable newspaper advertisements. The plate is held on the base very securely when locked up in a form, with no chance of moving in either direction, and can be readily changed by simply loosening the form without removal of the base from the form. The bases are made 12, 12 1/2, and 13 ems wide, the 13 em width being always furnished unless otherwise specified, it being the width required by the majority of newspapers. These bases and plates are extensively used by many of the largest advertisers and give universal satisfaction. Many testimonials to the merit of these bases have been received from advertisers and also from the newspapers.

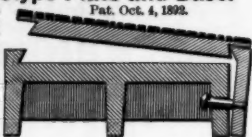


FIG. 2. Showing operation of removing plate from, or placing it on the base.

MADE ONLY BY

THE E. B. SHELDON CO., New Haven, Conn.

BEST ADVERTISING FOR CHICAGO

"THE WORLD'S FAIR BULLETIN."



MAMMOTH DISPLAYS AT ALL POINTS

OF GREATEST ADVERTISING VALUE.

A Million Readers a Day. THE R. J. GUNNING CO. ADVERTISERS



It is the now-you-see-it-and-now-you-don't feature that renders the chase after cash so tantalizingly uncertain.

The everlasting evasiveness for which the primitive penny was peculiar clings to the mighty dollar of to-day, and baffles those who are searching for the good things of life.

The cash dollars which Twelve Hundred Thousand thrifty wide-awake families—scattered throughout the Union—expend for the necessities and luxuries of home-life, speedily find their way into the pockets of reliable merchants, manufacturers, and specialists who advertise in *Comfort*.

The largest guaranteed circulation in America. Facts and figures under oath. *Comfort's* original copyrighted features are rapidly carrying its circulation to Two Million Copies every issue. A limited amount of space in Special March number may be had of responsible agents or of us direct.

The Gannett & Morse Concern, Publishers, Augusta, Maine. Boston Office, 228 Devonshire St. New York Office, Tribune Building.

HENRY BRIGHT, Representative.

Remington's County Seat Lists.

The cream of the Country papers.

REMINGTON BROS.—New York—Pittsburgh.

With OUR "New Model" Web Perfecting Press

**YOU CAN GET YOUR EDITION ON THE STREET
IN LESS TIME, IN BETTER CONDITION,**

AND, THEREFORE, WITH LESS HELP,

WITH LESS COST

**AND GREATER SATISFACTION THAN IS NOW POSSIBLE WITH
OTHER PRESSES IN YOUR VICINITY.**

**CAMPBELL PRINTING PRESS AND MFG. CO.,
NEW YORK AND CHICAGO.**

"Detroit News"

"Pittsburgh Chronicle-Telegraph"

"Cleveland Press"

Perhaps not the best advertising mediums in the country, but
certainly the best in their respective localities.

C. J. BILLSON,

86 and 87 Tribune Building, New York.

ARE WE "IN IT"

IN NEW YORK?

Well, Judge for Yourselves!

OUR LINES ARE:

Sixth Avenue,	-	-	100 Cars.
Third Avenue,	-	-	175 "
125th Street Cable,	-		50 "
Broadway and Bleecker Street,	40		"
Eighth Street (Crosstown),	23		"
Central Crosstown, Christopher to 23d Street Ferries, via Union Sq. and 14th Street,	71		"

Comprising the cream of New York's Street Car Lines.
Passengers carried—**7,000,000** monthly.

RATES—2c. per day on Sixth Avenue and 125th Street Cable;
others, 1½c. per day.

SERVICE APPROACHED BY NONE.

CARLETON & KISSAM,

198 & 199 Times Building, New York; 50 Bromfield Street, Boston;
also Chicago, Cincinnati, Minneapolis, etc.

7,000 Full Time Cars. | 120 Miles of Space.

A TRIBUTE FROM A MASTER HAND.

No such notice of a newspaper ever before appeared in the *Philadelphia Ledger*.

Editorial by GEO. W. CHILDS, in the *Philadelphia Ledger*,
February 21st.

On Saturday the NEW YORK RECORDER completed the second year of its phenomenal career and celebrated the event on the following day by the publication of a birthday souvenir, which, even in these days of mammoth editions, was a great achievement, and which was, nevertheless, but an illustration of its powers. That remarkable journal, although established in absolute defiance of time-worn traditions, long ago weathered the rocks which threaten every new enterprise, and is sailing along under the sunniest and most propitious auspices. What THE RECORDER has accomplished could only have been possible by the methods which its founder adopted, and which, while absolutely legitimate and in the highest degree praiseworthy, were unique and decisive. The field of journalism in New York is large and well covered, but the youngest newspaper of that city was able, with comparative ease, to elbow its way into that hallowed ground and to fill admirably, and in the face of the most virulent competition, a large and continually increasing area. THE RECORDER has achieved an extraordinary and creditable measure of success, which cannot fail to be gratifying alike to its editor and its readers and to all who admire persistent, well-directed endeavor.

WILL BE
PUBLISHED IN APRIL,
- 1893 -

TWENTY-FIFTH YEAR.
WORLD'S FAIR EDITION.

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NEWSPAPER
DIRECTORY.

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Delivered Carriage Paid.

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is entitled to a year's subscription to PRINTERS'
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No. 10 Spruce St., New York.